WHAT IS CLAIMED IS:

- 1. An edible substrate comprising:
- a) a first starch component;
- b) a first emulsifier;
- c) a first thickening agent; and
- e) a lubricant,

wherein said edible substrate is adapted for having an edible ink composition printed thereon.

- 2. The edible substrate of claim 1, wherein said first starch component is a modified starch.
- 3. The edible substrate of claim 1, wherein said first starch component is present at from about 0.1% to about 6% by weight of a mixture from which said edible substrate is prepared.
- 4. The edible substrate of claim 3, wherein said first starch component is present at from about 0.1% to about 1% by weight of a mixture from which said edible substrate is prepared.
- 5. The edible substrate of claim 1, wherein said first emulsifier is present at from about 0.1% to about 3.5% by weight of a mixture from which said edible substrate is prepared.
- 6. The edible substrate of claim 5, wherein said first emulsifier is selected from the group consisting of polysorbate, polysorbate 60, Tween 60, glycerin, polyoxyethylene sorbitan monostearate, crillet, polyglycerol polyricinoleate, acetic esters of monoglycerides, and lecithin.
- 7. The edible substrate of claim 6, wherein said first emulsifier is lecithin.
- 8. The edible substrate of claim 5, wherein said first emulsifier is present at from about 0.1% to about 2% by weight of a mixture from which said edible substrate is prepared.
- 9. The edible substrate of claim 8, wherein said first emulsifier is present at from about 0.1% to about 1% by weight of a mixture from which said edible substrate is prepared.

10. The edible substrate of claim 1, wherein said first thickening agent is present at from about 0.1% to about 2.5% by weight of a mixture from which said edible substrate is prepared.

- 11. The edible substrate of claim 10, wherein said first thickening agent is a gum.
- 12. The edible substrate of claim 11, wherein said gum is selected from the group consisting of gum acacia, locust bean gum, arabic gum, and xanthan gum.
- 13. The edible substrate of claim 12, wherein said gum is xanthan gum.
- 14. The edible substrate of claim 10, wherein said first thickening agent is present at from about 0.1% to about 1% by weight of a mixture from which said edible substrate is prepared.
- 15. The edible substrate of claim 1, wherein said lubricant is present in a range from about 3% to about 15% by weight of a mixture from which said edible substrate is prepared.
- 16. The edible substrate of claim 15, wherein said lubricant is present in a range from about 3% to about 10% by weight of a mixture from which said edible substrate is prepared.
- 17. The edible substrate of claim 15, wherein said lubricant is selected from the group consisting of canola, soy, corn, sunflower, safflower, and rapeseed oil.
- 18. The edible substrate of claim 17, wherein said lubricant is rapeseed oil.
- 19. The edible substrate of claim 1, further comprising one or more sweeteners.
- 20. The edible substrate of claim 1, further comprising an acidity regulator.

21. The edible substrate of claim 19, wherein said one or more sweeteners are selected from the group consisting of sugar, fructose, sucrose, aspartame, dextrose, dextrose monohydrate, glucose, icing cane sugar, fondant icing sugar, xylitol, mannitol, monatin, and sorbitol.

- 22. The edible substrate of claim 19, wherein said one or more sweeteners are present at from about 0.1% to about 20% by weight of a mixture from which said edible substrate is prepared.
- 23. The edible substrate of claim 22, wherein said one or more sweeteners are present at from about 5% to about 15% by weight of a mixture from which said edible substrate is prepared.
- 24. The edible substrate of claim 19, wherein said one or more sweeteners comprise up to about 10% sugar and up to about 6% dextrose monohydrate, all by weight of a mixture from which said edible substrate is prepared.
- 25. The edible substrate of claim 20, wherein said acidity regulator is present from about 0.1% to about 1% by weight of a mixture from which said edible substrate is prepared.
- 26. The edible substrate of claim 25, wherein said acidity regulator is citric acid.
- 27. The edible substrate of claim 1, further comprising one or more of the following:
- a) a second starch component;
- b) a disintegrant;
- c) a second thickening agent;
- d) a colorant;
- e) water;
- f) a plasticizer;
- g) a second emulsifier;
- h) a humectant;
- i) a preservative; and

- i) a flavorant.
- 28. The edible substrate of claim 27, wherein said second starch component is present at from about 10% to about 20% by weight.
- 29. The edible substrate of claim 28, wherein said second starch component is present at from about 12% to about 15% by weight.
- 30. The edible substrate of claim 27, wherein said second starch component is selected from the group consisting of potato, wheat, tapioca, and maize starch.
- 31. The edible substrate of claim 27, wherein said disintegrant is present at from about 1% to about 11% by weight.
- 32. The edible substrate of claim 31, wherein said disintegrant is present at from about 1.5% to about 7% by weight.
- 33. The edible substrate of claim 27, wherein said disintegrant is microcrystalline cellulose.
- 34. The edible substrate of claim 27, wherein said second thickening agent is present at from about 1% to about 17% by weight.
- 35. The edible substrate of claim 34, wherein said second thickening agent is present at from about 5% to about 15% by weight.
- 36. The edible substrate of claim 27, wherein said second thickening agent is selected from the group consisting of locust bean gum, arabic gum, polysorbate, sodium alginate, xanthan gum, acetic esters of monoglycerides, polyglycerol polyricinoleate, and gum acacia.
- 37. The edible substrate of claim 27, wherein said colorant is present at from about 0.1% to about 4% by weight.

- 38. The edible substrate of claim 27, wherein said colorant is a whitening agent.
- 39. The edible substrate of claim 38, wherein said whitening agent is titanium dioxide.
- 40. The edible substrate of claim 27, wherein said water is present at from about 28% to about 52% by weight.
- 41. The edible substrate of claim 27, wherein said plasticizer is present at from about 0.1% to about 10% by weight.
- 42. The edible substrate of claim 41, wherein said plasticizer is present at from about 2% to about 5% by weight.
- 43. The edible substrate of claim 27, wherein said plasticizer is glycerine.
- 44. The edible substrate of claim 27, wherein said second emulsifier is present at from about 0.1% to about 4.5% by weight.
- 45. The edible substrate of claim 44, wherein said second emulsifier is present at from about 0.5% to about 1.5% by weight.
- 46. The edible substrate of claim 27, wherein said humectant is present at from about 0.1% to about 15% by weight.
- 47. The edible substrate of claim 46, wherein said humectant is present at from about 0.3% to about 10% by weight.
- 48. The edible substrate of claim 27, wherein said humectant is selected from the group consisting of glucose syrup, xylitol, and sorbitol, and mixtures thereof.

49. The edible substrate of claim 48, wherein said humectant is sorbitol at from about 0.2% to about 15% by weight or glucose syrup at from about 0.1% to about 15% by weight, or combinations thereof, wherein the total amount of humectant is from about 0.2% to about 15% by weight.

- 50. The edible substrate of claim 27, wherein said flavorant is present at from about 0.01% to about 0.5% by weight.
- 51. The edible substrate of claim 50, wherein said flavorant is present at from about 0.1% to about 0.2% by weight.
- 52. The edible substrate of claim 1, 19, 20, or 27, wherein said edible substrate has a thickness of from about 100 micrometers to about 600 micrometers.
- 53. An edible transfer tattoo comprising:
- a) an edible substrate; and
- b) an edible ink composition releasably attached to said edible substrate.
- 54. A method for preparing an edible substrate sheet comprising:
- a) heating a fatty phase mixture, said fatty phase mixture comprising a lubricant and a first emulsifier;
- b) dispersing said heated fatty phase mixture with a liquid mixture, said liquid mixture comprising water, a first humectant, a plasticizer, a second emulsifier, a flavorant, and a colorant:
- c) blending a mixture of dry ingredients, said dry ingredients comprising a first starch component, a second starch component, a disintegrant, a first thickening agent, a second thickening agent, and a preservative, with said dispersion of step b); and
- d) forming a sheet of an edible substrate from said blend of step c).
- 55. The method of claim 54, wherein said dry ingredients further comprising one or more sweeteners and an acidity regulator.

- 56. The method of claim 54, wherein said liquid ingredients further comprise a second humectant.
- 57. The method of claim 56, wherein said second humectant is glucose syrup.
- 58. A method for preparing an edible transfer tattoo comprising:
- a) preparing a sheet of an edible substrate; and
- b) printing indicia on said sheet of edible substrate.
- 59. The method of claim 58, further comprising cutting and snagging said sheet to facilitate the separation of said edible transfer tattoo from said sheet.
- 60. The method of claim 58, wherein said indicia is printed on said sheet using a silk screen or offset printing process.
- 61. The method of claim 58, wherein said indicia comprises an edible ink.
- 62. A composition comprising a comestible product and indicia from an edible transfer tattoo applied thereto.
- 63. An edible substrate comprising as a percentage by weight of the mixture from which the substrate is made:
 - i) up to 2.5% by wt. xanthan gum;
 - ii) 3% to 15% by wt. rapeseed oil;
 - iii) up to 6% by wt. modified starch; and
 - iv) up to 3.5% by wt. lecithin.
- 64. The edible substrate of claim 63, wherein said edible substrate further comprises as a percentage by weight of the mixture from which the substrate is made:
 - i) 10% to 20% by wt. maize starch;

- ii) up to 11% by wt. microcrystalline cellulose;
- iii) 1% to 17% by wt. gum acacia;
- iv) up to 4% by wt. titanium dioxide;
- v) up to 0.4% by wt. potassium phosphate;
- vi) 28% to 52% by wt. water;
- vii) up to 10% by wt. glycerine;
- viii) up to 4.5% by wt. polysorbate 60;
- ix) up to 15% by wt. sorbitol; and,
- x) up to 0.2% by wt. vanilla flavoring.
- 65. The edible substrate according to claims 63 or 64, wherein said edible substrate comprises as a percentage by weight of the mixture from which the substrate is made: 14.038% by wt. gum acacia, 13.343% by wt. maize starch, 1.946% by wt. microcrystalline cellulose, 0.695% by wt. xanthan gum, 2.896% by wt. titanium dioxide, 0.486% by wt. modified starch, 0.139% by wt. potassium sorbate, 41.696% by wt. water, 9.266% by wt. sorbitol, 4.633% by wt. glycerine, 0.973% by wt. polysorbate 60, 0.116% by wt. vanilla flavoring, 0.510% wt. lecithin and 9.266% by wt. rapeseed oil.
- 66. The edible substrate according to claim 63, wherein said edible substrate further comprises as a percentage by weight of the mixture from which the substrate is made:
 - i) up to 10% by wt. sugar;
 - ii) up to 5% by wt. dextrose monohydrate;
 - iii) up to 0.6% by wt. citric acid; and
 - iv) 5% to 15% by wt. glucose syrup.
- 67. The edible substrate according to claim 63, 64, or 66, wherein said edible substrate comprises as a percentage by weight of the mixture from which the substrate is made: 14.484% wt. maize starch, 6.337% by wt. microcrystalline cellulose, 6.236% by wt. gum acacia, 5.029% by wt. icing sugar cane, 4.225% by wt. dextrose monohydrate, 3.152% by wt. titanium dioxide, 0.503% by wt. modified starch, 0.302% by wt. citric acid, 0.084% by wt. potassium sorbate, 0.302% by wt. xanthan gum, 40.325% by wt. water, 9.355% by wt.

glucose syrup, 3.722% by wt. glycerine, 1.106% polysorbate 60, 0.402% by wt. sorbitol, 0.101% by wt. vanilla flavoring, 4.023% by wt. rapeseed oil and 0.402% by wt. lecithin.

- 68. A method of manufacture for an edible substrate sheet comprising:
 - i) blending a dry mixture of ingredients comprising as a percentage by weight of the mixture from which the edible substrate is made:
 - a) 10% to 20% by wt. maize starch;
 - b) up to 11% by wt. microcrystalline cellulose;
 - c) 1% to 17% by wt. gum acacia;
 - d) up to 6% by wt. modified starch;
 - e) up to 2.5% by wt. xanthan; and
 - f) up to 0.4% by wt. potassium sorbate;
 - blending a liquid mixture of ingredients comprising as a percentage by weight of the mixture from which the edible substrate is made:
 - a) 28% to 52% by wt. water;
 - b) up to 10% by wt. glycerine;
 - c) up to 4.5% by wt. polysorbate 60;
 - d) up to 15% by wt. sorbitol;
 - e) up to 0.2% by wt. vanilla flavoring; and,
 - f) up to 0.4% by wt. titanium dioxide;
 - heating a fatty phase mixture of ingredients comprising as a percentage by weight of the mixture from which the edible substrate is made;
 - a) up to 15% by wt. rapeseed oil; and
 - b) up to 3.5% by wt. lecithin;
 - iv) dispersing the heated mixture of rape-seed oil and lecithin in the premixed liquid ingredients using a high shear mixer to form an admixture thereof;
 - v) blending the premixed dry ingredients with the admixed liquid and fatty phase ingredients to form said edible substrate material; and
 - vi) forming a sheet of said substrate material.

69. The method of claim 68, wherein in said dry ingredients further comprise as a percentage by weight of the mixture from which the edible substrate is made:

- i) up to 10% by wt. sugar;
- ii) up to 6% by wt. dextrose monohydrate; and
- iii) up to 0.6% citric acid.
- 70. The method of claim 69, wherein said liquid ingredients further comprise 5% to 15% by wt. glucose syrup.
- 71. The method of claim 68 wherein the blending of the constituents at each stage of the method is effected in a high shear mixer.
- 72. A method of preparing an edible transfer tattoo comprising:
 - a) forming a sheet of an edible substrate;
 - b) printing a design on said sheet; and
 - c) cutting and snagging said sheet about the design to facilitate the ready removal of the edible transfer tattoo from said sheet.